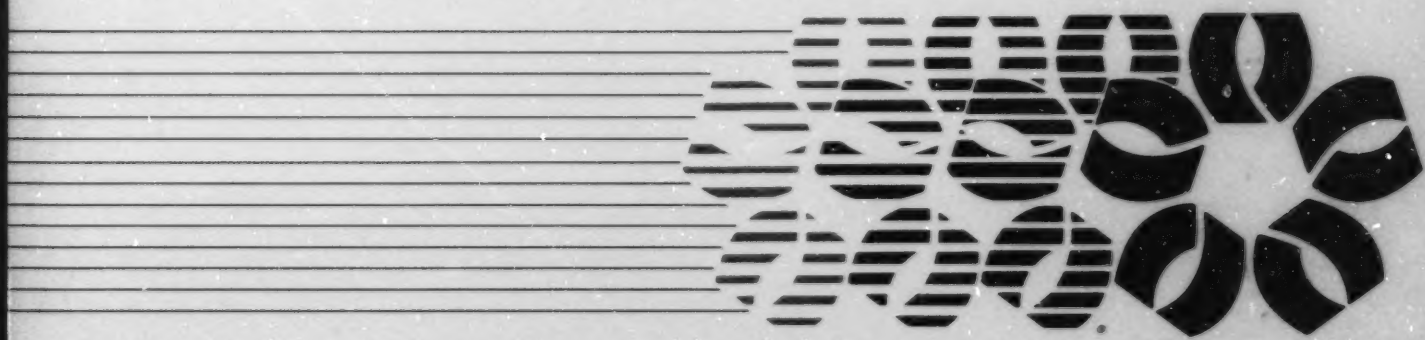
WINNIPEG CORE AREA INITIATIVE - *ANNUAL REPORT 82/83*



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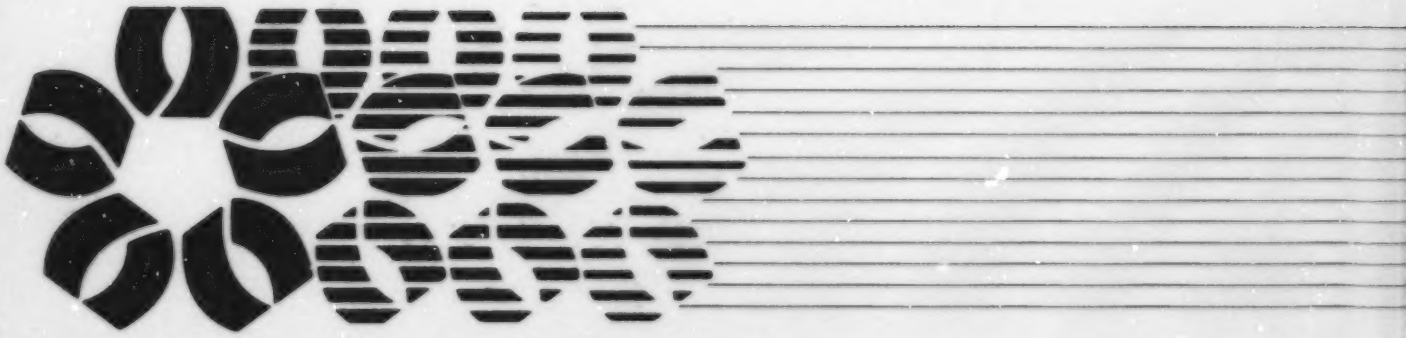


INTRODUCTION

The Winnipeg Core Area Initiative was created in 1981 by agreement of the federal, provincial and municipal governments. The Initiative is responsible for developing and implementing programs with three major goals:

1. To re-establish the downtown as the central focus for the city of Winnipeg;
2. To strengthen the social and physical make-up of inner city neighbourhoods; and
3. To encourage and train core area residents to take advantage of job opportunities made available directly through the Initiative and indirectly through private sector special employment incentives.

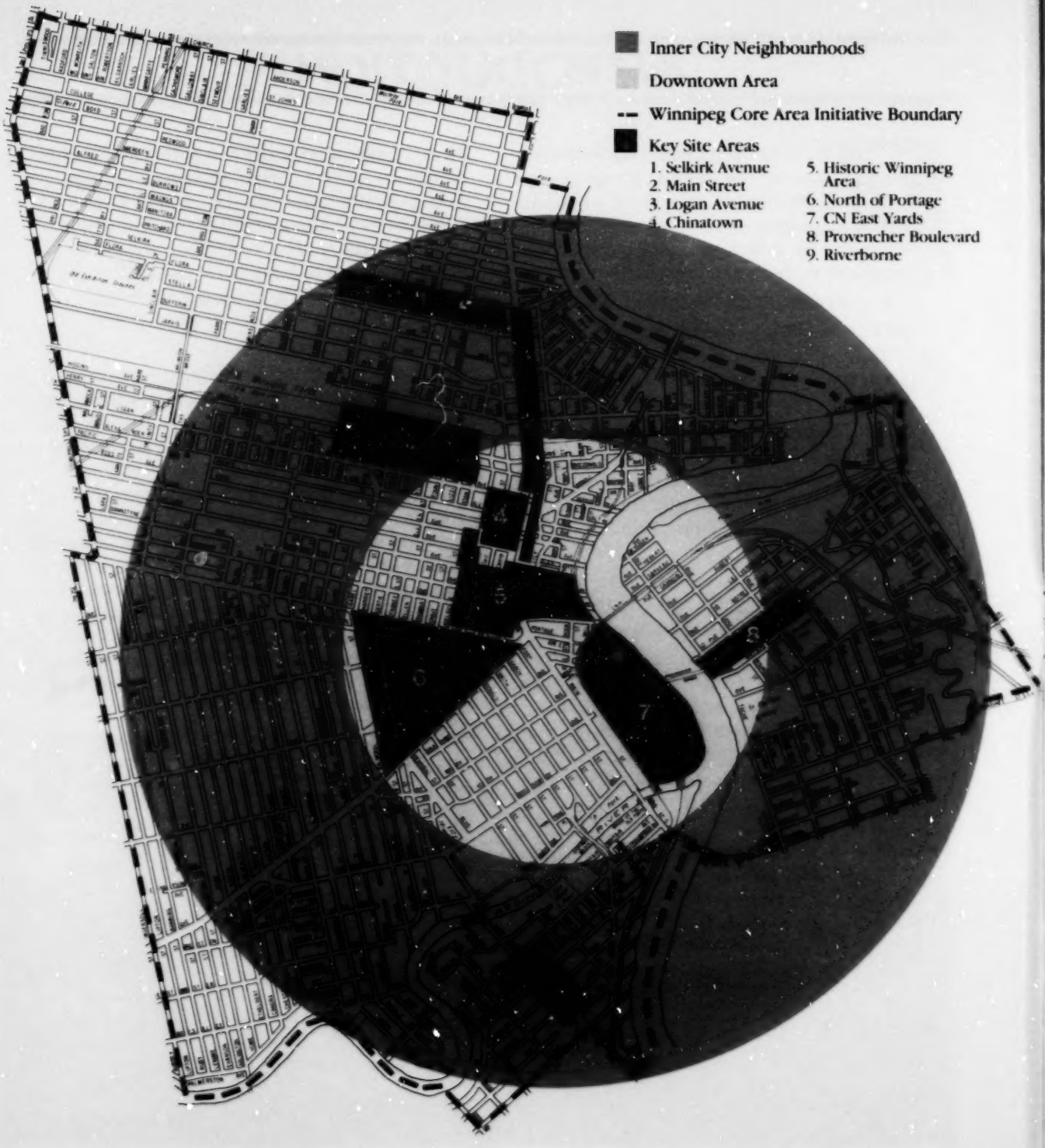
This report covers the activities of the Initiative to September 30, 1983. Financial statements to March 31, 1983 are included.

The report also outlines some of the activities planned for the next twelve months. Although the Core Area Initiative and the $96 million committed to it will have a real effect on Winnipeg's inner city, its largest impact will be seen in the years to come as people's perceptions begin to change.

Plan Winnipeg provides the policy framework in which the Core Area Initiative is the first major commitment of public funds. The Initiative is part of a renewal process which will make the inner city a more attractive place in which to work, to shop, to invest money and to live. It is a process which involves choices in terms of lifestyle and economic renewal.

To be successful, the Initiative must be seen as the first step in a process which establishes a new development pattern in Winnipeg. The renewal process is always unique to the character of the city in which it takes place, however the redeveloped waterfront of Halifax, the Gastown and Granville Island projects in Vancouver, and the revitalization of Old Montreal are all evidence of an emerging trend in North America to strengthen downtown areas. Winnipeg's new vitality will build on the existing strengths of our downtown, adding new ideas which will restore the kind of strength and vibrancy it had at the turn of the century.

Initiative programs to strengthen inner city neighbourhoods by improving the environment and providing employment opportunities for core area residents will also be an important factor in enhancing the vitality of the inner city.


Inner City Neighbourhoods
Downtown Area
Winnipeg Core Area Initiative Boundary
Key Site Areas
1. Selkirk Avenue
2. Main Street
3. Logan Avenue
4. Chinatown
5. Historic Winnipeg Area
6. North of Portage
7. CN East Yards
8. Provencher Boulevard
9. Riverborne

LLOYD AXWORTHY

October 27, 1983

I think the essence of the Winnipeg Core Area Initiative is to spark new life in the heart of the city, and to take real steps in curing an inner city malaise that affects us all. On both counts, I feel the Initiative's first year has been a successful one.

A mini-recovery is underway in the inner city. We're seeing private investment follow Core investment into downtown projects. We're seeing Winnipeggers take an active interest in their city. And we're seeing growing optimism about the kind of future that is possible for Winnipeg.

Never before has Air Canada invested in a building of its own, as it is now doing in the crucial North of Portage area. In the same vital inner city neighbourhood, the National Research Council's Institute for Manufacturing Technology anchors Science Place Canada, a 5-acre site where the research and business communities will meet to exchange ideas and solve problems.

What makes this undertaking so unique is the way it brings a whole range of initiatives to bear in solving the problems of people — one at a time.

New jobs are being created. People are learning new skills. Homes are being repaired, neighbourhoods revitalized. Small businesses are receiving assistance scaled to their needs. Winnipeg is getting back in touch with its history. And people's lives are changing for the better.

The other unique aspect of the Winnipeg Core Area Initiative has been its ability to mobilize every possible resource in a concerted problem-solving process. We haven't talked to each other like this in years. The change is creating a lot of positive results.

Lloyd Axworthy

EUGENE KOSTYRA

October 27, 1983

The revitalization of Winnipeg's inner city is of keen interest to the Province of Manitoba and to myself as Minister for Urban Affairs. The trend to suburbia has meant a shift of population and a diversion of both private and public investment from the city centre to the suburbs. As a result, the inner city has gone through a period of steady decline and neglect.

It was to address these problems that the three levels of government entered into the Core Area Initiative Agreement. The Province is intent on ensuring that there is meaningful input and participation by the community in developing Initiative programs that will serve to enhance the social and economic opportunities of core area residents.

A prime example of the impact the Initiative can have is the large number of community-based projects that have been made possible through funding under the Community Facilities and Services Programs. They range from new facilities for Native people such as the Indian Family Centre on Selkirk Avenue, to a renovation program for upgrading core area day care centres, to improved services for seniors as illustrated by the Creative Retirement Manitoba program. Although varied in nature, they have a commonality in that they have been developed by core area groups for the benefit of core area people.

In regard to employment opportunities, I am pleased that the Province has taken a lead role in implementing an affirmative action program for core area residents. I look forward to further implementation of special employment programs by all sectors.

I am happy with the significant progress that has been made by Core Area housing programs and am particularly pleased, as Minister of Culture, Heritage and Recreation, to see that the Heritage Program is now underway.

I would like to congratulate all those who have been involved in the Core Area Initiative and look forward to further progress in the coming year.

Eugene Kostyra

BILL NORRIE

October 27, 1983

The Winnipeg Core Area Initiative is now completely operational, and the results of this precedent-setting tri-governmental agreement are now beginning to show in our city.

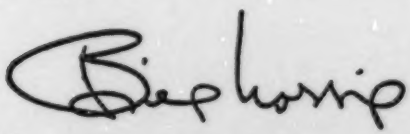
Winnipeg's core area covers approximately 10 square miles in the heart of the city and includes one-fifth of the population; it is an important area to Winnipeg in social, cultural and economic terms. With Core Initiative assistance and leadership, the potential of the core will be realized.

There are signs the Initiative is having effect. Housing is being renovated and renewed, and new opportunities are being created for those earning lower incomes. A wide range of community services and facilities have expanded their operations with Initiative assistance, often providing additional employment to those who live in the core area.

The redevelopment of the North of Portage Avenue is now in the preliminary stages, a project which will change the face of our city. Renewed activity can also be seen in the Historic Winnipeg Restoration Area, where a number of our fine cut stone and terra cotta historic buildings are being renovated.

The most encouraging sign is the renewed optimism I sense in the people who live in the core area. They are taking hold of their own destiny and making Winnipeg a better place in which to live.

And that is the objective of the Core Area Initiative.



LARRY BOLAND

October 27, 1983

This has been a good year for the Core Area Initiative. Most of the funding programs are now in operation and key people have been hired. I believe that the next twelve months will see an increase in activity as projects now in the planning stages proceed into construction and implementation.

I am particularly pleased with three aspects of the program:

First, the way in which the Initiative has been able to focus attention on specific downtown issues such as North of Portage. The Initiative was able to play a catalytic role in encouraging the three levels of government to make additional financial commitments in this important area of the downtown, which will set the stage for major private sector investment;

Second, the ability of the Initiative to respond to issues identified by the community. The establishment of a Small Business Program and the role of the Community Advisory Council in approving three million dollars in funding for specific projects under the Community Facilities and Services Programs demonstrate our commitment to strengthen inner city neighbourhoods; and

Third, the level of support which the three levels of government are providing to the Core Area Initiative in other program and policy decisions. Activities such as the Federal Government's decisions to locate the Air Canada Centre and the National Research Council's Institute for Manufacturing Technology downtown; the Provincial Government's commitment to an affirmative action program within the civil service and the City's decisions to continue upgrading heritage buildings on Main Street and streetscaping on Arthur Street are examples of the kind of support that is so important to the overall success of the Core Area Initiative program.

The Core Area Initiative is the first step in reviving the economic, social and physical fabric in Winnipeg's downtown. The past year has seen considerable progress and I look forward to increased activity over the next twelve months.

Larry Boland

HIGHLIGHTS OF THE PAST YEAR

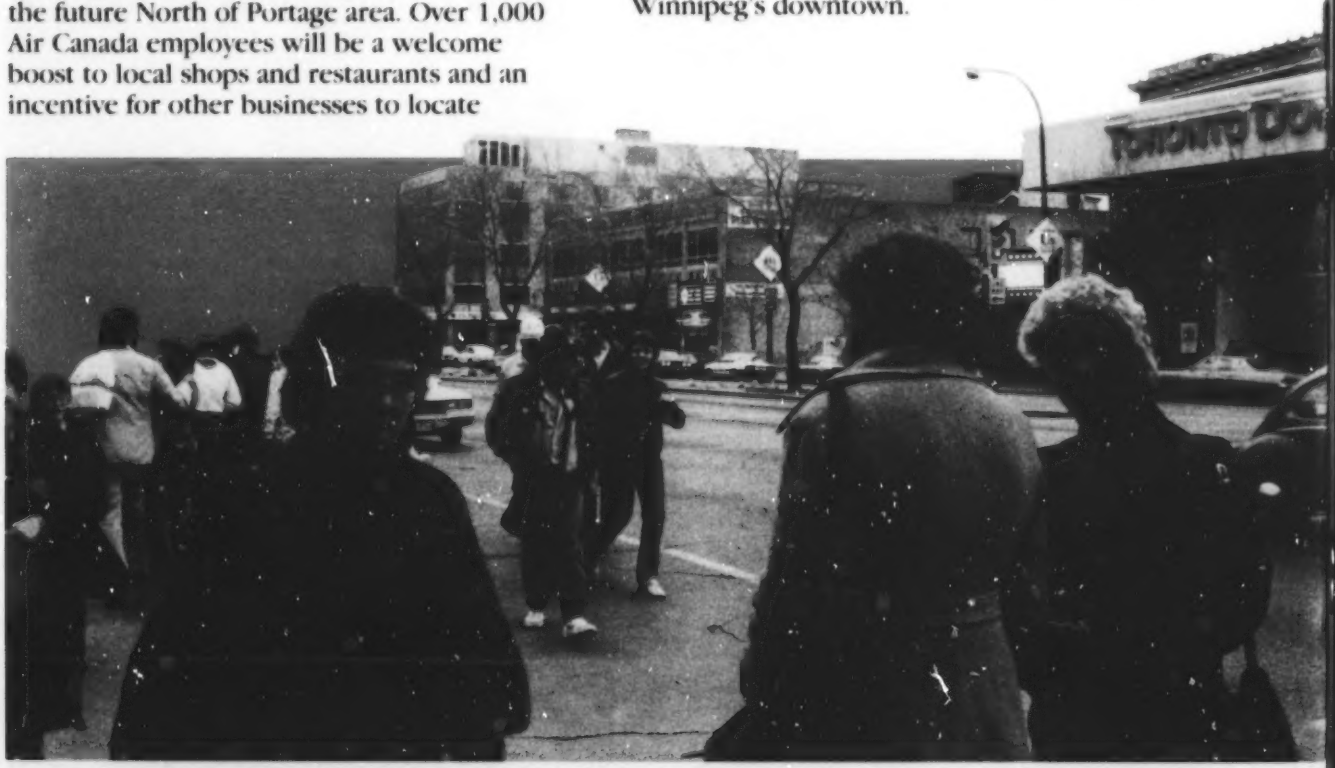
The Core Area Initiative Agreement was signed by the three levels of government in September, 1981. However, the first 12 months of real activity dates from the hiring of the General Manager and other key staff members in the summer of 1982. The programs initiated during the first year have already led to tangible results:

- Construction has started on the Air Canada Centre.
- A mixed-used redevelopment plan for the Logan Area was agreed upon and is now underway.
- The Advisory Council for Community Services and Facilities was set up and has granted over $3 million to 42 separate organizations.
- Proposals were advanced for the redevelopment of the North of Portage area leading to the commitment of an additional $60 million from the three levels of government for this important project.
- As a complementary activity to the North of Portage project, the National Research Council announced the location of its new $41 million Institute for Manufacturing Technology and the development of Science Place Canada.
- The $5.1 million Heritage Program was established, and redevelopment proposals are now under review.
- "Main Street" projects were established for Selkirk Avenue, Provencher, Osborne, Main Street, and Chinatown.
- A $2 million Small Business Program was established and specific proposals are being approved.
- A $7 million Industrial Development Fund was created to attract new industries and expand existing companies in the core area.
- The Core Area Training and Employment Agency was established and is currently training core residents for placement in 400 jobs.
- More than 1,000 homeowners have been helped to purchase or upgrade homes in the core area.

BRINGING NEW LIFE TO DOWNTOWN

The most visible effect of the Initiative can be seen in the physical changes to Winnipeg's downtown. The commitment of funds to major construction projects and programs to bring people back downtown to work, to shop, and to enjoy themselves will help to bring new life to the centre of the city.

The first steps were taken when Air Canada, with the encouragement of Federal Minister Lloyd Axworthy, decided to build the Air Canada Centre on Portage Avenue between Carlton and Hargrave. Enhanced by public landscaping along Portage Avenue, this building will be the first tangible evidence of the future North of Portage area. Over 1,000 Air Canada employees will be a welcome boost to local shops and restaurants and an incentive for other businesses to locate nearby. It is an excellent example of how Core funds can be used as seed money to assemble land for redevelopment, stimulating additional investment in the process. Similarly, by advancing plans for the renewal of the area North of Portage between Edmonton and Colony, the Initiative served as a catalyst to focus attention on the need for major funding to ensure the revitalization of this important part of downtown. Subsequent discussions have led to a proposal to establish a North of Portage Development Corporation and to commit more than $60 million in additional funds by the three levels of government. The result will be the largest facelift ever seen in Winnipeg's downtown.



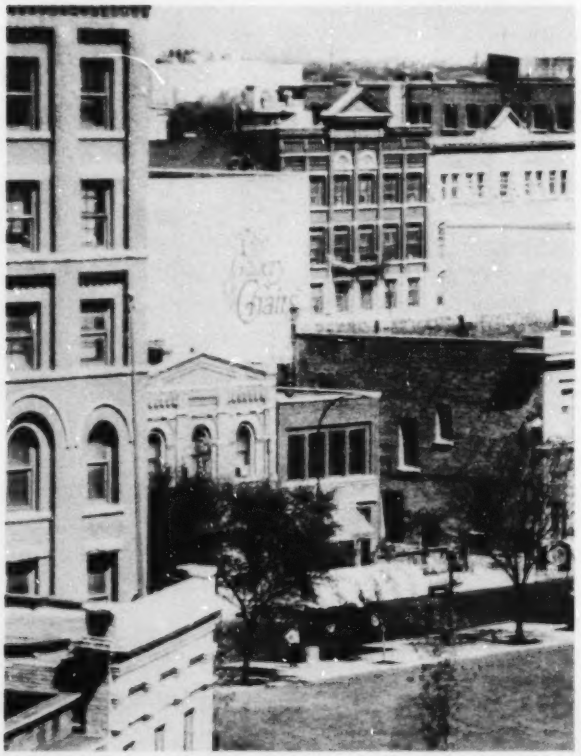
Through the efforts of Lloyd Axworthy, new plans were announced this year for the St. Paul's College site on Colony. The National Research Council will construct a $41 million National Institute for Manufacturing Technology there, as the centrepiece of a five-acre technology park to be called Science Place Canada.

Together, these endeavours are the beginning of a new downtown where the area North of Portage takes on new importance economically and socially, and where Portage Avenue itself is re-established and renewed after years of decline.

However, the renewal of downtown extends much further than the North of Portage area. The Initiative has also taken steps to revitalize the historic warehouse district through the $5.1 million Heritage Program. In the past year, this program has been brought through the planning stages to the point where more than 115 eligible buildings are being considered for possible renovation as retail, commercial, residential and recreational space. The exciting process of encouraging alternate uses for heritage buildings is already underway and is intended to encourage the type of restoration which the City of Winnipeg carried out on the Hamilton Building. This program promises to show some unique results: early skyscrapers and warehouses from the turn of the century will become modern offices, retail shops, or residential space. Some will be converted to apartments and others redeveloped as condominiums — all part of the birth of a new urban lifestyle for many Winnipeggers.

The Initiative, in conjunction with the Logan Community Development Corporation, has helped rationalize a mixed-used plan for the Logan area. The plan provides for an 8-acre industrial site to the west of Salter Street. The Province is working with the community on a residential area east of the new Salter Bridge comprised of refurbished existing housing and new infill housing.

The resulting inner city community will benefit from a solid, renewed housing base and new employment opportunities created as the industrial site is developed.



The Initiative has established a $7 million Industrial Development Fund to provide incentives for industry wishing to locate on this or other core area sites.

Another program is improving Bannatyne Avenue from Old Market Square to the Red River, where a new riverbank park, developed by the ARC Authority (a federal/provincial Agreement for Recreation and Conservation of the Red River Corridor), will offer a boardwalk, bicycle trail, landscaped access to the river and an entertainment area.

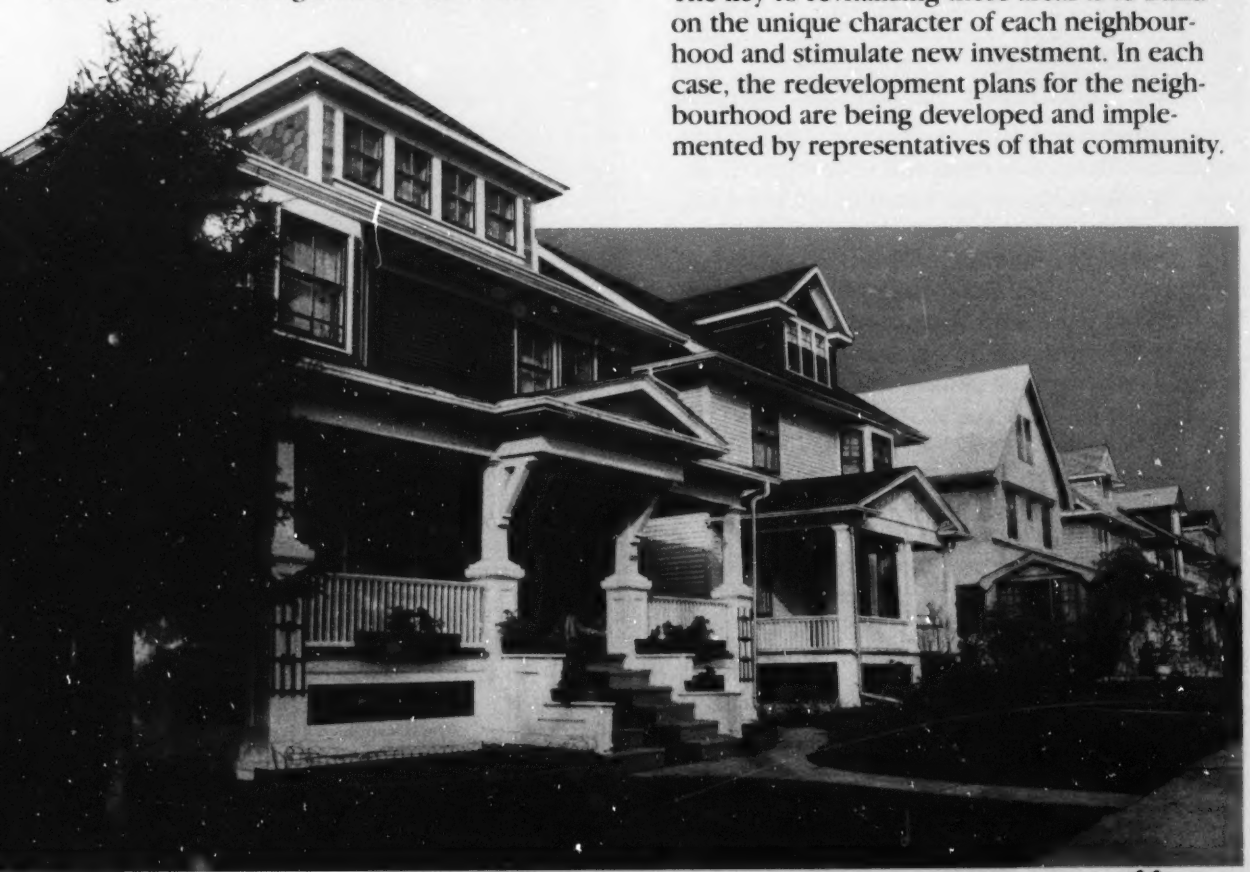
Plans to develop the CN East Yards include as a first priority an extension to ARC's Riverbank Park and will ultimately lead to a redevelopment plan for the entire site.

Just as these physical changes have been designed to make downtown a better place for people, 1983 saw the Initiative undertake the first major recreational program to draw people back downtown. EnCore '83, hosted at three core area locations, drew thousands of Winnipeggers to day-long activities and featured noon-hour concerts. Drawing people downtown and keeping them there is one of the keys to new life, new growth and new economic activity downtown.

STRENGTHENING INNER CITY NEIGHBOURHOODS

As important as renewing Winnipeg's downtown is the need to strengthen our inner city neighbourhoods. In the last year, Initiative programs have begun the process of revitalizing neighbourhood main streets, providing new community services and facilities and restoring and renovating inner city housing. All of these programs are intended to provide a better level of services and facilities for existing residents and businesses and to strengthen these neighbourhoods so that they can compete favourably with other parts of the city in attracting new businesses and residents.

The first step in this process is addressed by the Neighbourhood Main Streets Program. Plans are being finalized which will lead to dramatic changes on some of Winnipeg's most historic streets, each of which is the focal point of a distinct neighbourhood: Selkirk Avenue, Provencher Boulevard, Osborne Street, Main Street and the Chinatown Area. The key to revitalizing these areas is to build on the unique character of each neighbourhood and stimulate new investment. In each case, the redevelopment plans for the neighbourhood are being developed and implemented by representatives of that community.



In Chinatown, new housing and streetscaping will attract visitors and local residents to a new commercial and cultural complex.

Complementary private investment has already begun. On Selkirk Avenue and Main Street, store fronts will be given a facelift and complementary recreational space developed. At the corner of River and Osborne a new community cultural centre and theatre has been combined with a unique commercial enterprise which trains craftspeople and serves as a centre for community activities.

One of the most recent announcements of the Initiative is designed to stimulate small businesses in designated areas of the core. The Small Business Assistance Program will provide capital grants for the upgrading of buildings, and professional consultation to assist core area businesses to be competitive in a difficult economic climate. It will play an important role in bringing new private economic activity to complement the public investment of the Main Streets Program.

Equally important to the renewal of core neighbourhoods is the need for new community facilities and strengthened community services. The Core Area Initiative has set aside $10 million to meet this important objective and the first year of operation has seen very encouraging results. More than 42 organizations have received funding approval from the Community Advisory Council which was established to assist the Initiative in determining community needs. Programs are already providing much-needed funding for groups working with children, youth, senior citizens, women and the Native population. These programs also provide new jobs and employment opportunities.

In key areas, facilities have been upgraded to meet the needs of the communities from day-care to senior citizens' homes. The most striking results of the past year have been the funding of several new community facilities such as the Chinatown Cultural Centre and the Indian Family Centre which will become focal points of social and cultural activity.

In addition, the new Knights of Columbus facility in St. Boniface will combine a day-care, a drop-in centre for young people and a senior citizens' residence with related meeting and recreational facilities. All of these facilities meet the goal of strengthening communities by providing neighbourhood cultural or social facilities.

The Initiative has also supported communities coming together around neighbourhood festivals such as the Oriental Festival, the Selkirk Avenue Fair and events on Portage Avenue and Osborne Street. These events provide a place where local residents and businesses can come together and create an atmosphere which attracts other Winnipeggers back to their downtown neighbourhoods.

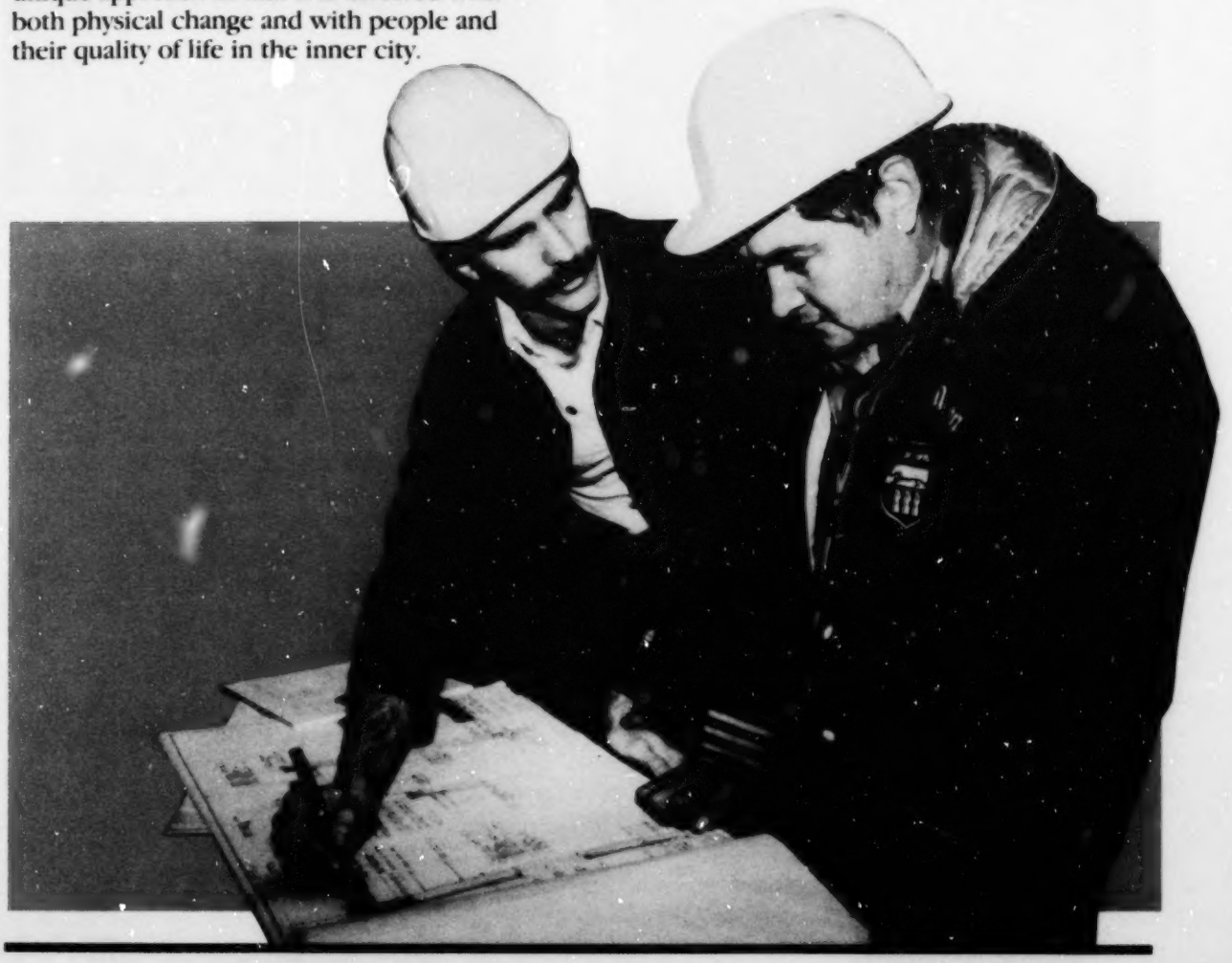
The Initiative, with the assistance of CMHC, MHRC and the City's Housing and Community Improvement Branch, has undertaken the massive task of renewing, renovating and rebuilding core area housing stock. To date, the Home Repair Program has assisted over a thousand homeowners to make electrical, structural, plumbing and heating repairs in their homes. The Home Ownership Grant Program and the Province's Homes in Manitoba Program have encouraged the purchase of newly constructed infill houses, stimulating new construction in core neighbourhoods. First-home purchase grants have helped attract new residents to inner city neighbourhoods.

Other programs have assisted non-profit organizations to buy, restore and rent deteriorated inner city houses and apartment blocks. In addition, landlords are being offered incentives to upgrade apartments and houses which are in need of repair. These programs complement existing efforts by the City of Winnipeg and are essential if the Initiative is to be successful in establishing inner city neighbourhoods as a viable alternative to suburban living.

CREATING EMPLOYMENT OPPORTUNITIES

One of the unique characteristics of the Initiative's approach is that it creates employment opportunities for core area residents. While many major cities have undertaken urban redevelopment projects, few have included programs to help local residents find training and employment opportunities. The Initiative is a unique approach in that it is involved with both physical change and with people and their quality of life in the inner city.

Training and employment programs are currently underway in a number of different areas, utilizing many approaches: affirmative action in both the public and private sector is creating a wide range of employment opportunities for core area residents; specialized training programs are preparing nursing and social work trainees for permanent employment



within social service agencies; and the Industrial Development Fund will create new jobs by expanding existing industry and attracting new industry to the core.

The Initiative's most immediate effect on employment is now being felt in the construction industry. Major capital projects such as the National Research Council's Institute for Manufacturing Technology and the Air Canada Centre have helped provide employment for hundreds of construction workers. The construction and renovation of large community facilities such as the Indian Family Centre on Selkirk Avenue and the Knights of Columbus project in St. Boniface also create badly needed construction activity in an industry in which last year's unemployment rate reached 40%. Smaller scale community facility projects create both construction activity and training opportunities leading to permanent jobs.

The Initiative's commitment to long-term employment for inner city residents is being realized through affirmative action programs such as the clerical project which is currently training people for future placement with the Province of Manitoba and the bus operator project which is training individuals for employment with the City of Winnipeg Transit Department. Projects such as these are coordinated by the Core Area Training and Employment Agency and receive strong financial support from the Canada Employment and Immigration Commission.

During its first year of operation, the Agency has received commitments from both public and private sector employers to hire approximately 400 trainees at the successful completion of training programs. Training projects range from a metal trades program to projects training child care workers, horticulture workers and Braille computer programmer/operators. In addition to training core area residents for positions which have been guaranteed, the Agency provides social and financial support to people while they are being trained.

The Inner City Social Work and Nursing Programs are training core area residents for future permanent employment in Winnipeg's social service agencies. Over 50% of the students currently enrolled are of Native ancestry. When their training programs are completed, these students will bring a new perspective to the Social Service delivery system that will increase its capacity to respond to the needs of the inner city.

These programs are the beginning of a different kind of revitalization. It is a revitalization process in which communities are strengthened by encouraging and supporting the residents to become stronger and more self-sufficient.

WINNIPEG CORE AREA TRIPARTITE AGREEMENT

SUMMARY OF BUDGET AND EXPENDITURES

As at March 31, 1983 (with comparative figures), (millions of dollars)

Description	Summary of Program Budget	Signed Project Authorizations	Expenditures 1981-82	Expenditures 1982-83
SECTOR I PROGRAMS:				
1. Employment and Affirmative Action	15.6	9.5	—	.9
2. Housing	11.5	11.4	—	1.1
3. Community Improvement Areas	6.0	—	—	—
4. Community Facilities	5.0	5.0	—	.5
5. Community Services	5.0	5.0	—	.1
SUBTOTAL — SECTOR I	43.1	30.9	0.0	2.6
SECTOR II PROGRAMS:				
6. Logan Industrial Development	14.3	8.7	2.3	2.4
7. North of Portage Redevelopment	15.1	7.7	1.0	3.9
8. CN East Yards	7.2	3.3	.9	.3
9. Historic Winnipeg Area Development	5.1	.4	—	—
10. Neighbourhood Main Streets Development	3.7	3.7	—	.5
SUBTOTAL — SECTOR II	45.4	23.8	4.2	7.1
SECTOR III PROGRAMS:				
11. Management and Consultation	2.5	2.5	—	.8
12. Public Information	1.8	.6	—	.2
13. Evaluation	.7	.7	—	.1
SUBTOTAL — SECTOR III	5.0	3.8	0.0	1.1
OTHER:				
14. Reserve	2.5			
TOTALS	96.0	58.5	4.2	10.8